



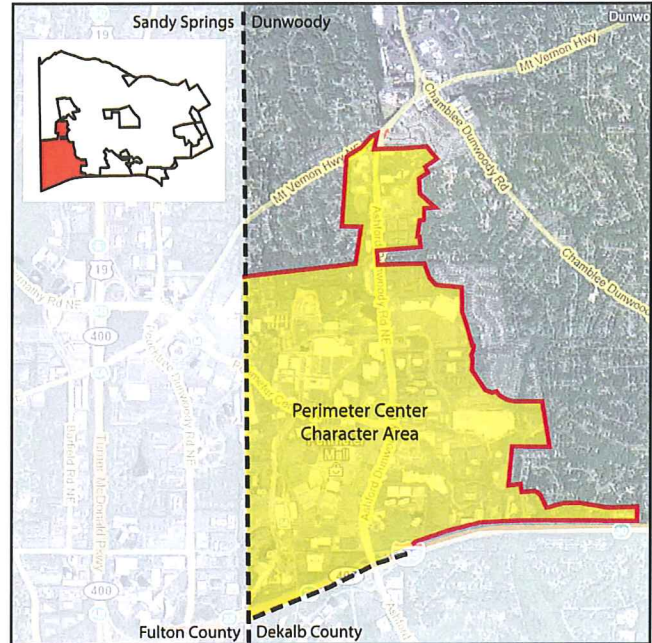
Perimeter Center Area

Vision/Intent

To create “livable corridors” for the area and cultivate the regional center as first-class office and high-end commercial, with a pedestrian-oriented environment that serves as a regional example of high quality design standards. The City works in partnership with the Perimeter Center Improvement District (PCID) and Atlanta Regional Commission (ARC) to implement and compliment the framework plan and projects identified in the Perimeter Center Livable Centers Initiative (LCI) and update.

Future Development: See **Activity Center Concept Plan** handout for definitions

- Transitional Zone
- Transit Village
- High-Density Mixed Use Zone



Questions

What do you **LIKE** about the vision statement?

What do you **NOT LIKE** about the vision statement?

What would make the vision statement **BETTER**?

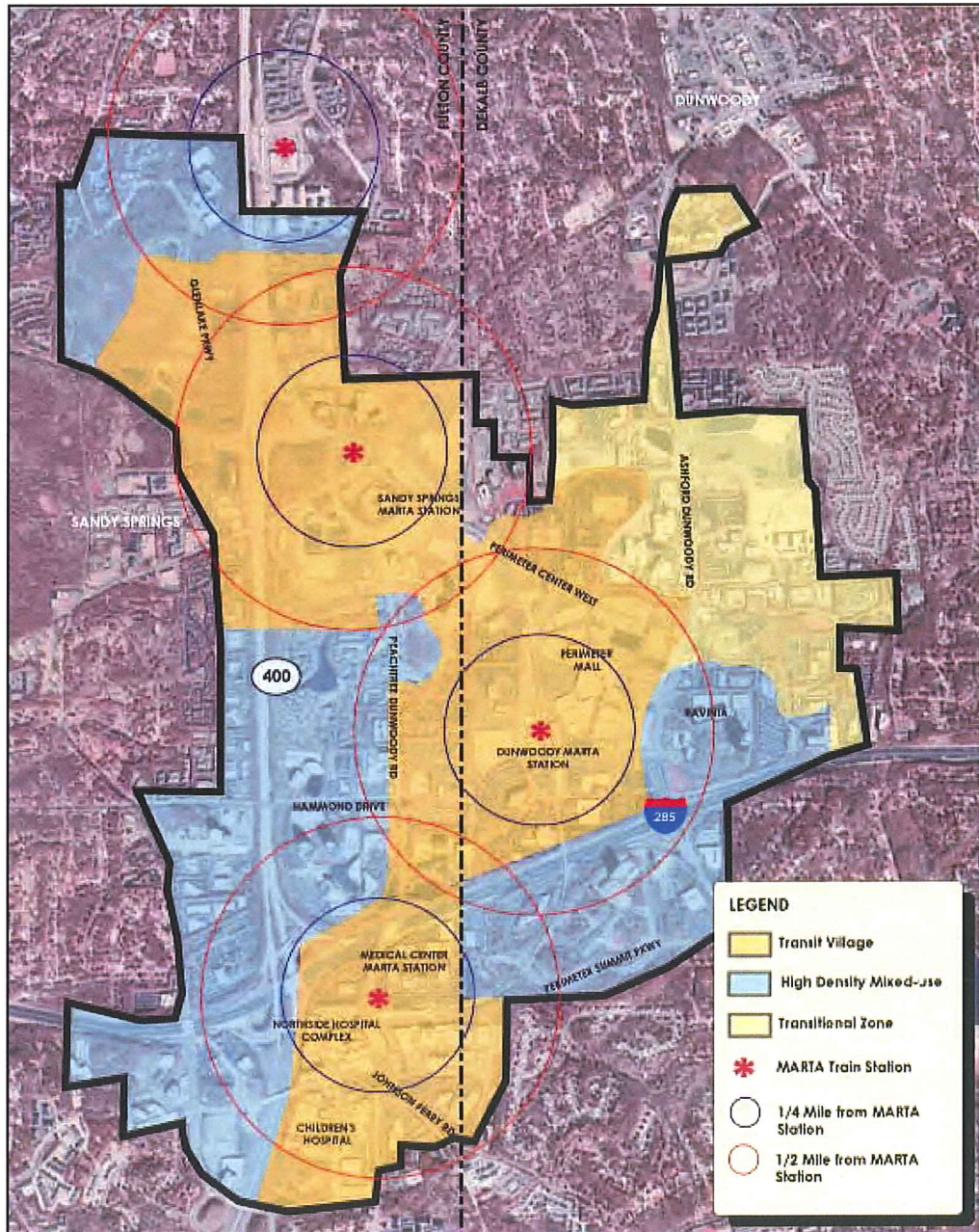
What three issues are most important for the Perimeter Center area to you?

Please read the **Activity Center Concept Plan** and comment on each zone (Map on reverse side)

Transition Zone

Transit Village

High - Density Mixed Use Zone



Perimeter LCI Framework Plan

2.2 ACTIVITY CENTER CONCEPT PLAN

The culmination of the visioning process is reflected in the **Framework Plan**, which serves as a comprehensive future land use map for the entire study area, and in the **Livable Corridor Concept**, which distills key elements of the consensus vision into a distinct mixed-use project located along Perimeter Center Parkway.

FRAMEWORK PLAN

The Framework Plan considers the preferences expressed in the context of stakeholder interviews and in the “Perimeter Compass” community character survey and evaluates them in relation to the Development Opportunities Map, prepared previously in Phase I. The result is a future land use map that identifies three land use zones within the study area and a corresponding “Framework Plan Matrix” that describes the appropriate future development pattern for each. The three zones respond to existing conditions within the study area and propose strategies for growth that are aimed at long-term livability and sustainability. The zones are:

High-Density Mixed-Use – Identified in pale blue on the map that follows, this zone is the least contiguous of the three and is characterized by high-density office uses clustered around key access points along the major transportation corridors of I-285 and GA 400. There are three main areas of concentration: (1) the north/south corridor between GA 400 and Peachtree Dunwoody Road, home to the Concourse buildings and an array of mid-rise office and hotel uses, (2) the east/west corridor between I-285 and Perimeter Summit Parkway, home to the Hewlett-Packard headquarters and several other recently completed office buildings and apartments, and (3) the Ravinia complex just north of I-285 and east of Ashford Dunwoody Road. In terms of future development, the overall intent for these areas is to improve commuter access to I-285 and GA 400, since it is this access that contributes to the long-term viability of continued high-rise office development. At the same time, these areas suffer from an over supply of office uses in relation to housing and retail. Thus, another land use goal is to augment continued office development with compatible residential development of appropriate scale and density. Given the proximity to the highway and the high-rise character of existing buildings, these areas are suited for a higher density residential product, which could have the added benefit of locating numerous employees closer to their offices.

Transit Village – Identified in pale orange on the Framework Plan Map, this zone generally follows the alignment of the MARTA rail line, encompassing areas on both sides of I-285. There are three MARTA transit stations within this zone: Medical Center, Dunwoody and Sandy Springs. In addition, the preferred alignment for the I-285 Corridor Light Rail Line (East-West) is also in this zone, running parallel to Hammond Drive with a proposed station stop at the intersection of Hammond and Perimeter Center Parkway (adjacent to the Dunwoody station). The intent behind designating this area as the “Transit Village” is twofold: (1) to underscore the need for a direct link between future development and existing and proposed transit features, and (2) to encourage a balanced range of land uses that would offer compelling “live, work and play options” within a walkable urban core or “village.” This zone is ideally suited for higher-density mixed-use development that would vertically integrate housing with office and retail uses. Furthermore, attention must be given to broadening the range of amenities offered within this zone in order create a “24-

hour environment” in which people have the incentive to linger in the area for reasons other than work and shopping. Stakeholders have expressed an overwhelming desire for a “Town Center,” which should be located within this area to capitalize on the strength of established anchors such as MARTA and Perimeter Mall. The Transit Village Zone offers the most immediate opportunities for new development in the study area and should be the focus of targeted efforts related to mixed-use projects, open space enhancements, and infrastructure improvements. For these reasons, the consultant team examined the Dunwoody MARTA Station in even greater detail to determine the feasibility of implementing a “Livable Corridor Concept” along the segment of Perimeter Center Parkway between Hammond Drive and Perimeter Center West. This proposed project is described and illustrated in subsequent sections of this report.

Transitional Zone – Identified in pale yellow on the Framework Plan Map, this zone provides the transition between the more urbanized areas at Perimeter Center and the single-family residential neighborhoods around the periphery of the study area. Currently this zone is characterized by a mix of low-density office buildings dating from the early 1970s, a growing number of recently developed garden-style apartment complexes, and strip retail developments such as the Wal-Mart shopping center. More importantly, this area has a significant amount of underutilized land in the form of traditional low-density office campuses and wide expanses of surface parking. Normally, this concentration of underutilized land would indicate strong development potential, however, the area suffers from a comparative lack of accessibility due to a limited road network east of Ashford Dunwoody and poor access to MARTA. For these reasons, it is likely that this zone will be slower to develop than the High-Density Mixed-Use Zone or Transit Village. However, when it does a concerted effort should be made to protect the adjacent single-family neighborhoods by creating a buffer between non-compatible land uses. Additionally, transportation improvements in this area should take into account the need to provide pedestrian and bicycle linkages between the neighborhoods and commercial areas.